

LEO BUNETT U.S.A.

A DIVISION OF LEO BUNETT COMPANY, INC.

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New Players Lights 25's because...

5 free
smokes
isn't a deal.
It's a steal.

Kings & 100's
Also available in Menthol.



Count 'em.

25

of the finest
for the price of 20.

Kings: 10 mg "tar," 0.8 mg nicotine -
100's: 11 mg "tar," 0.9 mg nicotine
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SURGEON GENERAL'S WARNING: Quitting Smoking
Now Greatly Reduces Serious Risks to Your Health.

MS's suggested pricing based on full-price brands.